

INCREASING COLLABORATION FOR STD PREVENTION AND SEXUAL HEALTH

projects of the STD Prevention Partnership

"To successfully prevent sexually transmitted diseases (STDs), many stakeholders need to redefine their mission, refocus their efforts, modify how they deliver services, and accept new responsibilities."

OVERVIEW

The STD Prevention Partnership has engaged in two major STD prevention projects designed to increase collaborative partnerships for STD prevention and sexual health:

- ~ Local STD Prevention Action Collaboratives (LSPAC)
- ~ National Organization Sexual Health Conversation Project (NOSHCP).

The overall goal of these projects is to demonstrate, document, and disseminate methods to effectively engage and involve both *local* communities and *national* organizations in primary STD prevention — including a focus on sexual health issues.

The Partnership chose the Academy for Educational Development (AED) to provide overall management and technical assistance to these two projects. Funds were awarded for both projects to AED by the Ford Foundation. In addition, Macro International received funds from the Centers for Disease Control and Prevention to evaluate the NOSHCP. The Partnership will play an on-going catalyst role in both the evaluation and technical assistance aspects of these projects through advisory committees consisting of Partnership members.

PROJECT DESCRIPTIONS

~ ***Local STD Prevention Action Collaboratives***

The goal of the Local STD Prevention Action Collaboratives is to promote partnerships between community-based organizations and health departments, with an emphasis on innovative interventions. Community organizations (to be selected by the winter of 2000) will be directly funded to reach populations most severely impacted by STDs and their consequences, including women, adolescents, and minority populations. This project aims to

- ! Support and encourage innovative demonstration initiatives among the private, public, and voluntary sectors in developing and implementing primary STD prevention strategies to reduce the incidence and impact of STDs;
- ! Encourage the development of integrated (biomedical and behavioral) prevention interventions, including education, counseling, support services, and treatment; and
- ! Encourage the involvement of community partners not traditionally focused on STD prevention/sexual health.

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National Organization Sexual Health Conversation Project

The National Organization Sexual Health Conversation Project (NOSHCP) will help begin a critical movement toward changing the conscience of organizations regarding sexual health issues in the U.S. This project aims to

- ! increase the salience of sexual health-related issues in national organizations that are concerned about person who are at high risk for adverse health consequences of unprotected sex (e.g., STDs, HIV, unplanned pregnancy);
- ! initiate an effort to change organizational norms related to sexual health among national organizations that belong to the STD Prevention Partnership; and
- ! test the likelihood that a national partnership can catalyze organizational norm change among its individual members

The national component of this project includes focused technical assistance to and evaluation of three national organizations of the STD Prevention Partnership — the National Association for the Advancement of Colored People (NAACP), the National Education Association's Health Information Network (NEA/HIN), and the YWCA of the USA.

THE STD PREVENTION PARTNERSHIP

The STD Prevention Partnership is a group of over 50 diverse national organizations with a shared concern about the continuing spread of STDs. The Partnership was founded in 1992 by CDC to expand STD prevention capacity in the U.S. beyond public health to groups that represent populations at-risk for STDs, as well as health care providers, and institutions that serve those populations. Its diverse membership includes traditional STD prevention and treatment service organizations as well as associations and groups with little activity focused on STDs but who share a concern about the economic, health care practice, and/or physical impact of STDs on their constituencies.

PROJECT MANAGEMENT

Academy for Educational Development (AED), a nonprofit service organization founded in 1961, conducts programs in health promotion and disease prevention, educational innovation, and community development throughout the United States and internationally. AED has an international reputation for its state-of-the-art media communications and social marketing capabilities in health, education, and environmental issues. The project is housed within AED's Center for Community-Based Health Strategies (CCHS). CCHS is designed to assist communities to resolve complex public health issues in collaboration with public and private partners. CCHS develops and applies creative and practical science-based program and policy strategies to improve community health.

Macro International is a research, management consulting and information technology firm supporting businesses and governments worldwide. Macro provides survey and market research, policy analysis and health communications evaluation, performance improvement and training, and technology services. For over 33 years, Macro has conducted thousands of research projects ranging from multi-year, multi-million dollar surveys and evaluations to quick turn-around concept development studies. Macro's prior experience has enabled its staff to develop a deep understanding of the issues and challenges involved in communicating about complex health topics, such as increasing the level of conversation about sexual health.

For more information, please call:

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